

## Message Text

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ACTION COME-00

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R 111133Z JUN 74

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 1992

INFO AMEMBASSY ISLAMABAD

AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL KARACHI

AMCONSUL MADRAS

UNCLAS NEW DELHI 7748

E.O. 11652: N/A

TAGS: BEXP, IN

SUBJECT: FY 76 TRADE EVENT SCHEDULE

REF: A) STATE A-4485 (BEING POUCHED TO INDIAN POSTS);

B) NEW DELHI 6434; C) NEW DELHI 2656

1. WE CONCUR IN PROPOSALS OF TRADE MISSIONS IN AREAS OF LEATHER PROCESSING MACHINERY AND CHEMICAL PLANT EQUIPMENT FOR FY 1976, SUBJECT, OF COURSE, TO FAVORABLE MARKET RESEARCH FINDINGS DURING FY 1975. BOTH OF THESE PRODUCT CATEGORIES RANK HIGH ON THE LIST OF POTENTIAL MARKET STUDIES (NEW DELHI 6457) FOR FY 75. THEY ENJOY A HIGH PRIORITY IN GOI PLANNING AND US SUPPLIERS MANUFACTURE A WIDE RANGE OF DESIRABLE EQUIPMENT IN THESE AREAS. THE PRODUCT CATEGORY OF PULP AND PAPER PROCESSING MACHINERY AND EQUIPMENT IS MUCH NARROWER AND THE COMPETITION FROM FOREIGN SUPPLIERS VERY INTENSE. WE RECOMMEND THAT COMMERCE CONSIDER SENDING A MISSION IN THE AREA OF ELECTRONIC COMPONENTS INSTEAD. OUR DESK STUDY OF DECEMBER 1973 INDICATES ESPECIALLY STRONG DEMAND FOR TELE-COMMUNICATION EQUIPMENT AND COMPUTER PERIPHERALS. THE RECEPTIVITY WITHIN THE GOI TO THE IMPORT OF THESE PRODUCTS AND TECHNOLOGY HAS MARKEDLY IMPROVED IN RECENT MONTHS.

2. WE NOTE THAT THE FY 76 PROGRAM DOES NOT CONTEMPLATE CATALOG SHOWS. WHILE THE REACTION TO THIS TYPE OF PROMOTIONAL DEVICE IN

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INDIA IS MIXED AND IT IS DIFFICULT TO MEASURE THE SUCCESS OF

CATALOG EXHIBITS, WE BELIEVE THAT ONE OR TWO PRODUCT CATEGORIES COULD  
BT PROMOTED IN THIS MANNER IN FY 76. WE SUGGEST THAT THE DEPARTMENT  
CONSIDER EXHIBITS OF SCIENTIFIC, INDUSTRIAL AND MEDICAL  
INSTRUMENT CATALOGS (MARKET RESEARCH NOW BEING COMPLETED WILL NOT  
RECOMMEND A TRADE MISSION) AND CATALOGS OF PUMPS, VALVES AND COM-  
PRESSORS.

3. WE STILL ARE SOMEWHAT IN THE DARK CONCERNING THE FY 75 PROGRAM  
SINCE WE HAVE NOT YET RECEIVED AN ANSWER TO REF B. WE BELIVE  
THAT A TRADE MISSION IN MINING AND CONSTRUCTION EQUIPMENT MERITS  
THE HIGHEST PRIORITY. WE WOULD BE PLEASED TO ASSIST THE  
DEPARTMENT IN SOLICITATION FOR THIS MISSION. IF, IN THE PROCESS OF  
SOLICITATION, IT APPEARS  
THAT THE PRODUCT CATEGORY IS TOO BROAD TO PERMIT ASSEMBLING OF A  
COHERENT MISSION, WE WOULD RECOMMEND CONCENTRATION IN THE AREA OF  
MINING EQUIPMENT. WE BELIEVE THAT A CHANGE IN GOVERNMENT  
POLICY IN FAVOR OF GREATLY INCREASED MINERAL EXPLORATION IS  
IMMINENT.

4. WE HAVE ALSO RECOMMENDED THAT A SHIP AND PORT MAINTENANCE  
EQUIPMENT TRADE MISSION VISIT INDIA IN EARLY 1975. TWO OTHER  
PRODUCT CATEGORIES (INSECTICIDES AND PESTICIDES AND FOOD  
PROCESSING AND PACKAGING EQUIPMENT) PROBABLY ONLY RATE CATALOG  
SHOWS. IN OUR MARKET RESEARCH REPORT ON METALWORKING AND FINISHING  
EQUIPMENT, WE RECOMMENDED A TRADE MISSION. WE DOUBT WHETHER  
WE WOULD BE ABLE TO MOUNT A THIRD TRADE MISSION. WE DOUBT  
WHETHER WE WOULD BE ABLE TO MOUNT A THIRD TRADE MISSION IN FY 1975,  
GIVEN THE ABOVE SCHEDULE AND THE HEAVY MARKET RESARCH BURDEN  
WHICH WILL BE PLACED ON US. WE WOULD APPRECIATE RECEIVING THE  
DEPARTMENT'S COMMENTS, ESPECIALLY ON THE COMING YEAR'S PROGRAM.  
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